

Title:

Comparison of competitive advantage of east Bohemian spas with emphasis on locomotive organs problems

Goal:

Identification of competitive position of four medical spas in east Bohemia and proposal of individual development opportunities for weaker market competitors.

Method:

It is the mixed research, type of case study. It was used modified german model of spa comparative analyse with application of primary and secondary data sources.

Results:

Clarify the position of the most competitive and the least competitive spa location in explored area, analyse the value of market potential and propose new possibilities for increasing a visit rate of given locations.

Key words:

Bathing, history of bathing, quality standard, competitive advantage, comparative analyse, Lázně Bělohrad, Lázně Bohdaneč, Janské Lázně, Lázně Velichovky, therapeutic methods, leisure time possibilities, marketing communication.